

To : Fairfax County Board of Supervisors

From : Dan Storck, Supervisor  
Mount Vernon District

Subject: BOARD MATTERS for May 15, 2018

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For your consideration, I submit the following Board Matters accompanied by a brief explanation. Your support will be appreciated.

- 1. Economic Development Support Fund Nomination for Richmond Highway Corridor Marketing and Branding Plan – Joint Board Matter with Supervisor Jeff McKay**

## **1. Joint Board Matter with Supervisor Jeff McKay - Economic Development Support Fund Nomination for Richmond Highway Corridor Marketing and Branding Plan**

### **Background**

On March 20, 2018, the Board of Supervisors approved the Embark comprehensive plan amendment that re-envisioned the Richmond Highway corridor, providing opportunities for economic success that builds communities and improves our quality of life. With this approved concept, on April 30, Supervisor McKay and I launched a Strategic Economic Development team to bring together key organizations to drive economic development to the Richmond Highway corridor. This meeting included leadership from the County Economic Development Authority (EDA), South Fairfax Development Corporation (SFDC), Mount Vernon- Lee Chamber, Office of Community Revitalization, Office of Public Private Partnerships (OP3), County Planning and Zoning, County Department of Transportation (FCDOT), and the County Executive's Office.

Over the next several months, the Team will work together toward a common goal – the successful implementation of Embark. We will work closely together to maximize the team's varied expertise to expand existing and drive new quality business and housing investment to the Richmond Highway corridor, while enhancing and preserving the traditional communities that surround the corridor.

A fundamental next step is creating a Richmond Highway Corridor marketing and branding plan that attracts businesses and jobs to the area, showcasing the many assets of the region, and maximizing the expertise among the Strategic Economic Development Team.

### ***Proposed Action***

Therefore, Madame Chair, we move that the Board of Supervisors:

- Direct the County Executive to prepare an initial project evaluation for the use of the Economic Development Support Fund for the creation of a Richmond Highway Corridor Marketing and Branding Strategy, as envisioned by the Strategic Economic Development Team.
- Direct the County Executive that no funds from the EDSF will be used until the Board has approved the fund.